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| <p>             1. The first step in the process of developing a new product is to identify a market need. This is often done through market research, which can involve surveys, focus groups, and other methods of gathering information about potential customers.           </p> <p>             2. Once a market need has been identified, the next step is to develop a concept for the new product. This involves creating a detailed description of the product, including its features, benefits, and target market.           </p> <p>             3. The third step is to conduct a feasibility study. This is a thorough analysis of the product concept, taking into account factors such as the cost of production, the potential for profitability, and the competitive landscape.           </p> <p>             4. If the feasibility study is positive, the next step is to develop a business plan. This document outlines the company's strategy for launching and marketing the new product, as well as its financial projections.           </p> <p>             5. The final step in the process is to launch the new product. This involves manufacturing the product, distributing it to retailers, and promoting it through advertising and other marketing efforts.           </p> | <p>             1. The first step in the process of developing a new product is to identify a market need. This is often done through market research, which can involve surveys, focus groups, and other methods of gathering information about potential customers.           </p> <p>             2. Once a market need has been identified, the next step is to develop a concept for the new product. This involves creating a detailed description of the product, including its features, benefits, and target market.           </p> <p>             3. The third step is to conduct a feasibility study. This is a thorough analysis of the product concept, taking into account factors such as the cost of production, the potential for profitability, and the competitive landscape.           </p> <p>             4. If the feasibility study is positive, the next step is to develop a business plan. This document outlines the company's strategy for launching and marketing the new product, as well as its financial projections.           </p> <p>             5. The final step in the process is to launch the new product. This involves manufacturing the product, distributing it to retailers, and promoting it through advertising and other marketing efforts.           </p> |
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| INTERFERENCE SEARCHED         |          |           |          |
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| Class                         | Subclass | Date      | Examiner |
| 348                           | 46       | 12/6/2006 | SA       |
|                               | 42       |           | SA       |
|                               | 51       |           | SA       |
| 382/154<br>382/285<br>382/277 |          |           | SA       |

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